

## INTERCOLLEGIATE

## BROADCASTING

## SYSTEM

# NEWSLETTER

#58/59-6

Washington, D.C.

March 14, 1959

### Commission Gets Call Letter Hassle for Informal Decisions

The question of deletion of campus call letter reservations will again be presented to the Commission. Curtis B. Plummer, Chief of the F.C.C.'s Safety and Special Radio Services Bureau, told I.B.S. on March 3rd that copies of the System's January 30th letter would be furnished each Commissioner before an informal meeting this month.

I.B.S. is not to be represented at the meeting, since the Commission will be reconsidering its informal action of October 18th (see Newsletter #58/59-3, et seq.) Should a decision adverse to campus radio be reached, it is believed that such change in policy would necessarily be made a public matter. I.B.S. would then file a formal pleading with the Commission in opposition.

Excellent response to the questionnaire which accompanied George Abraham's memorandum of November 19th--mailed to member and non-member stations--indicates that campus stations are solidly behind the position of I.B.S. in insisting on the maintenance of the status quo ante with respect to call letter registration. The registration procedure was established by the F.C.C. in response to a request of I.B.S. in 1946.

### Docket 9288 Proposal Hidden by Secrecy Clause

A proposal to relax radiation restrictions on carrier current stations is believed under study by the Commission staff. The proposal (see Newsletter #58/59-5) has advanced to the stage where F.C.C. procedural rules prohibit disclosure of its status.

I.B.S. measurements indicate that campus stations should encounter less difficulty in meeting the new 100 foot rule, but that the proposed limit remains impractically low.

System engineering manager William Malone reports that he has received measurements from only one campus station as a result of the plea published in the last Newsletter. Consequently, he is being forced to rely on measurements taken by I.B.S. on a limited number of eastern schools.



## Handbook Publisher Is Confident of Success

"The congratulations, the criticisms, and the card replies are piling in," Joe Coons, Master Handbook editor, reported last week. "We haven't the slightest doubt that the Master Handbook will be a success," he said, exercising his new editorial "we."

The initial issue of the book, publication of which was completed well in advance of the February 15th deadline, contained about 100 pages. "We are still short in the Programming section," Coons admitted, "but new supplements, to be published in March, April, and May will solve that problem. The March supplement, now at the printer's, will run better than seventeen pages.

The March supplement is highlighted by articles outlining the F.C.C. station break policies, revealing common equipment failure occurrence rates, and sketching the background of I.B.S.' President Borst.

In the mill for April are articles describing a limiter-compressor amplifier for program transmission lines, the circuitry and construction details for a low-cost high fidelity modulator with low distortion, an outline of program policies for the station which wishes to program "paced radio," and an article on production techniques for announcers.

"The real shortage, as I see it, is in the programming section. We are striving to complete articles dealing with planning, organization, and administration of programming, as well as a comprehensive coverage of training principles for the college station programming department," said Coons. "We think we can provide a good part of this work in the May supplement."

"Most important," stated Coons, "is for everyone to realize that articles from two or three stations do not represent a broad enough point of view. Every station must have some facet of its equipment or programming of which it's proud. Why not contribute it to the Master Handbook? We'll be happy to print the article and give the station the publicity in the campus radio field." Address Joe Coons, c/o WRUC, Union College, Schenectady 8, New York.

## Fr. Heyden to Attend ETV Conference

I.B.S.' Program Manager, the Rev. Francis Heyden, S.J., will represent the System at the April 2nd meeting of the Advisory Council to the National Citizens Committee for Educational Television.

I.B.S. was one of the early supporters of the Advisory Council, which is in turn a member of the Joint Council on Educational Television. At the meeting, the Educational Television and Radio Center staff will report on the status of Educational Television and consult on educational television's future.



## President's Editorial

Services for Established Stations. At the Board of Directors meeting December 27th, the Directors considered what services are most desired by established stations. It is recognized that beginning stations obtain invaluable assistance from the System's publications and from corresponding directly with department heads; but what does I.B.S. offer the established station?

Program services are obvious; I.B.S. offers programs on tape and maintains a script library. However, some campus stations follow a "music and news" format; radio becomes a medium for disseminating local and national news, music for studying and relaxation, and play-by-play accounts of sports events.

I.B.S. offers several services which are well-suited for this type of operation. These include:

- 1) Master Handbook. An up-to-date reference on all phases of campus radio, containing articles presenting new, as well as standard, ideas. The first issue has been released; others will follow in quick succession.
- 2) Newsletter. Frequent reports on developments at other campus stations and in the Industry.
- 3) Contact with the F.C.C. Increased activity seen today emphasizes the importance of this service. I.B.S.' Washington office stands ready to secure information relative to specific member station problems, as well as perform a watchdog function.
- 4) Printed forms. Program logs, advertising contracts, affidavits of performance, and other forms of proven value may be purchased at nominal cost.
- 5) Lapel pins. Many stations use these personalized pins for annual awards.
- 6) Music licensing rights. Membership in I. B. S. provides music clearances from ASCAP, BMI, SESAC, et al.
- 7) Consultation service. Stations may write the appropriate I.B.S. officer for assistance; see masthead.

Annual Convention. At the Board meeting in December a proposal to revive the annual I.B.S. convention was advanced, and it met with considerable favor. This project is now being planned, and it is hoped that a convention will be held in 1959-60. It probably will be in a large Eastern city. In the past, these meetings benefited all stations, as reports of the proceedings were sent to all member stations.

New Services. The I.B.S. Board is looking for additional ways to serve its established stations. We request your suggestions; send them to the Manager of Member Services.



One recent suggestion was that the Newsletter publish a "Hints and Kinks" column for the engineering staffs. Another possibility concerns contests; if these are desirable, in what fields? How can I.B.S. help stations sell their time locally, in addition to the information about this which already appears in the Sales Handbook? Are their other printed forms which should be designed and placed on sale? Send us your ideas; your station will benefit more from its membership in I.B.S. if you do.

(signed) Dave Borst, President

## National Staff News

Nominating Committee: President Borst has appointed a nominating committee headed by Regions Coordinator Joseph D. Joons. Treasurer Richard Crompton and Operations Manager Al Perlin are the other members of the Committee. They will draw up a slate for the elections which will be held by mail later this spring.

Openings on National Staff: There are several openings for workers on the I.B.S. national staff. Undergraduates, June graduates, and graduates having an interest in participating in national I.B.S. activities are encouraged to apply. A letter should be directed to President Borst, indicating main areas of interest and experience. Working on I.B.S. staff provides an opportunity to assist the stations with knowledge and experience gained from campus radio, as well as an opportunity to meet and work with people sharing this common enthusiasm for radio.

There is presently a particular need for assistance in these areas:

Public Relations - Answering inquiries, actively recruiting new stations to I.B.S. membership.

Publicity - Planning and executing publicity campaigns, including signed articles in national publications.

Program Sources - Search for sources of programs, compile and report results.

Program Contest - Organize a contest for programs submitted by stations.

Program Publicity - Organize publicity campaign for programs available from I.B.S. program department.

Station Contacts - Maintain System mailing lists by design and analysis of questionnaires to member stations.

Recruiting Campaign: A campaign to double I.B.S. membership in a year has been undertaken by the Manager of Member Services. As the first step, a list of over two hundred known campus stations (form I 261.1 S) has been compiled.

Many stations had previously been unable to join I.B.S. because they desired to be represented for national advertising by a representative other than that designated by the System. Since last summer, such stations have been able to obtain waivers from the Board of Directors to use a representative of their own choosing. The most recent waiver was granted to WMSU on January 17, 1959.



## Concepts of Programming

by William Malone

The transmission system of a station is measured by its unobtrusiveness. The programming of a station is measured by its impact. While an engineer is interested in fidelity of reproduction, the program director seeks to create a unique basis of appeal.

While it is true that transmission facilities are the sine qua non of any broadcaster's success, many stations with only marginal facilities have become successful by superior programming appeal and promotion. Likewise, many stations with good facilities creep along with stick-in-the-mud programming. Since listeners tune in a station to hear the program and not to appraise the transmission quality, the role of the program department is apparent.

Basis of Listener Appeal. Today, some stations are successful by striving not to be heard. The Plough, Inc. (WCOP, WJJD, WCAO) stations' top forty tunes format is not intended to be listened to. The formula is too rigid and repetitive to bear concentrated auditioning. The quick succession of raucous tunes and staccato newscasts presents an even-volumed background for washing dishes or reading Dante. Under this formula, WCOP went from fifth place in ratings to the top quarter hour in Boston. And no wonder. If a listener hears every hour the "WCOP News from the WCOP Newsroom with WCOP Newscaster Joe Doakes" and periodic "WCOP weather forecasts," interspersed with the "WCOP Top Forty" tunes, and a rating service asks what station he listens to, he won't say WHDH.

Other stations seek to be heard. WHRB-AM-FM presents Greek drama so that listeners will drop other activities and be caught up in the tragedy. Political commentary is designed to hold the listener's complete attention, to evoke ritualistic approval or condemnation.

Still other stations strive for the middle ground, "sweet" tunes which intrude only far enough to stimulate individual mental excursions.

The point remains that basically a radio station has to fit its programming to its listeners. A college station cannot present Greek drama every night or its listeners will flunk out from lack of study time. Nor can a station be nothing but a jukebox, lest its staff drift away from lack of creative opportunity. So a station must strike a balance, programming music-to-study-by during most of the day, presenting creative, attention-requiring programs around naturally-disrupted periods, and less frequently schedule a really powerful program that "glues their ears to the grill cloth."

Scheduling Theories. A few years ago radio network programming presented clearly the contrast between two theories of program scheduling. NBC built its program schedule around the block programming concept. On Monday nights, NBC pre-



sented three hours of good music, starting with the Voice of Firestone. On Thursday nights, NBC had one mystery program right after another. NBC's theory was that music-lovers would arrange their Monday night to listen to the radio; mystery fans would stay home Thursday nights to listen to NBC. CBS, on the other hand, engaged in across-the-board programming. At a given hour, Monday through Friday, CBS presented a comedy or variety show. At another hour, a mystery. CBS was banking on the fact that people's schedules are much the same night-by-night, that a housewife will listen to the radio at the same time every night while doing the supper dishes, for example. In addition, CBS was capitalizing on the cumulative audience idea. If program transitions were handled right, the same audience that listened to Amos and Andy or Red Skelton would stay tuned for Frank Sinatra, and the fans tuning in for Sinatra would swell the total audience. NBC must have been impressed by CBS' results, for a few seasons later NBC-TV dropped the Voice of Firestone because it found that viewers tended to stay tuned to the same channel all evening and that a low-rating show at the beginning of the evening wrecked ratings for the rest of the evening. This viewer inertia explains why, to the dismay of one-set households, networks always try to schedule strength opposite strength. And that is the rule of cumulative audience: get them to tune in once and keep them tuned in while adding new listeners. Of course, this rule will work only where the potential audience is homogeneous relative to the programming.

NBC struck back a few years later with its amazingly successful unstructured programming concept-"Monitor." Since no household living pattern exists on weekends, NBC sought to be all things to nearly everybody. By keeping each segment very brief, NBC was able to appeal to one audience group without losing the others. (The "Monitor" tone signature-theme was an ingenious dividend.)

Salability. In many commercial stations, the program director is charged with producing merely salable programs. Newscasts are a good example of this. While it is true that, between two relatively equally-rated stations, a newscast on either station will give it the rating lead momentarily, the programming acceptance of "News that's live at :55" newscasts rests on their popularity with sponsors. Many good music stations merely drive away their audience each hour with disruptive, though sponsored, newscasts.

Special events and remotes. Many stations have been tremendously successful in originating dozens of remote disc-jockey broadcasts each week. One of the forces at work is undoubtedly the desire to give the sponsor something more tangible for more of his money. Further, personal appearances are just as valid promotional devices in radio as in the movies or politics. Likewise, an animated advertisement is much more effective for the station than a stationary poster. Despite the fact that the records sound just the same, the listeners like the variety of remote originations, too.



Another, more valid use of remotes is in the creation of the "you are there" or transportation effect. It is this effect which nourishes the much-publicized debate between advocates of "live" vs. kinescoped television. What is the most powerful cutting on Murrow's "Hear It Now" discs? Probably the spontaneous, unstudied horror in the announcer's voice as he describes the cremation of the dirigible Hindenberg. The intervening apparatus filters out none of the raw emotion. No listener could have reacted more strongly had he been there to see it.

The same principle determines the fact that a tape-delayed sports broadcast is as exciting as a fixed wrestling match; it's dead, over, beyond recall.

The live special events broadcast, then, has several advantages. The event covered is not contrived; it is real and meaning-full in its own right. It is going on now; the listener knows what's happening as soon as anyone else; he can meaningfully "root" for his side. The event is spontaneous and suspenseful: which team will win? what will Madame Callas' high note sound like? Finally, a broadcast can usually convey a more emotionally-meaningful story than a newscast or newspaper, where a writer intervenes.

Nevertheless, there are dangers inherent in unselective scheduling of special events. They disrupt audience listening patterns. A "Music of the Baroque" listener who doesn't like basketball will soon become conditioned to some other program from 8 to 9 o'clock if his program is too often pre-empted.

On the other hand, special events may help widen a station's audience base. As mentioned above, remote broadcasts are "naturals" for promotion. They may appeal to potential listeners to whom no other station program appeals. They break programming monotony. They present the challenge of the unexpected to the station staff, as well as the listener.

Station image. A station's programming determines its "image" among its listeners and sponsors. A station programming nothing but popular music may bulk large in the minds of pop music devotees but will mean nothing to classical or folk music enthusiasts. By programming of broad appeal--properly promoted--the station creates in every potential listener's mind an image. The image need not be the same for each. To one, WXXX may be the station programming jazz from 5:10 to 6 o'clock. To another, the station which presents folk music Sunday afternoons at 2 o'clock. To yet another, the station which broadcasts football. To another, the station which broadcasts hillbilly music on Saturday mornings. To still another, the station which broadcasts campus news at 11:30 every night or drama every Sunday evening. Thus, if Ben McBundy or Bob Slate of Slate's Stationery Store asks a student about WXXX, he'll give the answer of a listener and not just someone who's heard about the station. Much of an advertising sales pitch can be built on "penetration," or cumulative audience, that is, the total



number of different people who listen to the station in the course of a week.

Another aspect of station image rests on production proficiency. If production is careless, the listener will react to this apparent disinterest with a disinclination to waste time listening. Poor technical facilities dull the impact of the program material and leave the listener with a tarnished image. Staff interest and vibrancy will be transmitted to the listener, increasing the station's impact, creating a more enticing image for future reference. On the other hand, if station management allows any one disc jockey to project unrestrainedly his conceited personality on an uninterested listenership, the effect on station image is obvious.

The theory of station image, then, modifies the rule of cumulative audience, supra. A station, in trying to make its programming so bland as to avoid "tune outs," may leave no excuse for "tune ins." The station must be able to create specific images which will entice potential listeners to tune in.

Conclusion. The task of program scheduling is yet an art. Audience ratings may be useful only in appraising results. Rules and theories serve only as reminders of factors to be considered. Ultimately, programming is judged by its total impact upon the intended audience.

#### OVERSEAS NEWS SERVICE

I.B.S. has been apprized of a new news service now being offered by International Transmissions, Inc., 480 Lexington Avenue, New York City (17.) Subscribing stations receive long-distance telephone calls every Monday, Wednesday, and Friday which transmit a five minute overseas newscast which may be recorded for use over the air. News is gathered in London from European correspondents, and made up into the shows which consist of five one-minute reports. Contact at I.T., Inc., is Frederick A. Bell, Vice President, Sales.

### I.B.S. NEWSLETTER

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## With the Stations

Cornell Ups FM Power: The F.C.C. by the Broadcast Bureau granted a construction permit on February 17th to the Cornell Radio Guild, Inc., to increase effective radiated power to 700 watts and install a new transmitter.

The kilowatt Western Electric transmitter replaces the existing 250 watt transmitter. The Weco transmitter is a gift of Louis Schweitzer, owner of FM station WBAI in New York City.

In a statement accompanying the application for construction permit, WVBR-FM stated that a telephone survey showed that the existing power of 175 watts was not providing an adequate signal within a 5 mile radius of the Cornell campus.

Form 724 Due: Licensees of the Commission are reminded that the F.C.C. annual financial report is due April 1st. In the case of stations grossing less than \$25,000 a year, most of the questions need not be answered.

WPRB Eyes Class B Frequency: The Board of the Princeton Broadcasting Service, Inc., plans to purchase a new kilowatt ITA FM transmitter this year in anticipation of a switch of channels. WPRB now operates on a Class A channel with relatively low power. Princeton Broadcasters expect to quadruple power by replacing their present Collins 250 watt FM transmitter this Fall, and to further increase power and change channels the following year by adding a high gain radiator. The cost is expected to be underwritten by a \$4500 loan from the University.

The Daily Princetonian reported this fall that "After five years of virtual AM silence on campus, WPRB will soon be audible in all dormitories. The campus radio station will soon have installed transmitters...in eleven dorms, with more to follow as soon as possible in the remaining dorms.

"This is the largest single part of an over-all improvement program which the station has undertaken," the article continued. "The station has a new radio-equipped car. WPRB technicians transformed a newly-purchased white 1956 Chevrolet into a fully radio-equipped mobile unit effective up to thirty miles from the station."

"The major part of the renovation of the station, the 'black boxes' (audio-fed transmitters), will cost some \$4000."

WPRB operates from 7 - 9:30 a.m. and 1 p.m. to 1 a.m. each day. The bulk of the station's revenue comes from off-campus accounts.

WKCR Denied Ivy Affiliation: The Board of the Ivy Network Corporation, New Haven campus station representatives, has reportedly denied WKCR-AM-FM, Columbia University, affiliation with the Ivy Network. The Board, it is reported, felt Columbia programming to be substandard. (See Newsletter #58/59-1.)



WWWS-AM Now on Air: Lawrence Behr reports WWWS-AM is now on the air and is "working better than my wildest expectations. ...At no point over fifty feet from the three women's dorms presently fed, or the associated feedlines, is the radiation over 20 microvolts-per-meter as measured with an RCA meter. ...A few days ago I received the last of the parts needed to complete our installations at the other buildings." (See Newsletter #58/59-4.) WWWS-AM is affiliated with WWWS-FM, East Carolina State College, Greenville, North Carolina.

WHRB-AM-FM Orgies Make the News: The Harvard Network's semi-annual music orgies were the subject of a paragraph in the Alumni Bulletin's undergraduate column this month. The item read, in part:

"WHRB has also been holding up its end of the extracurricular line with some imaginative programming recently. During examination period the station indulged in its traditional 'orgies'--non-stop broadcasting of classical music. Occasionally strange things would happen in wee hours of the morning: one announcer gave a reading of Freud to a jazz background and followed up this material an hour later with an incantation of chemical formulae. Both readings were modeled on a style briefly popularized by the poets of the Beat Generation, and both purported to be aids to examination questions in Social Relations and Chemistry, respectively. Another addition to WHRB's schedule is a pot-pourri Saturday afternoon show, four hours of the off-beat in radio programming. The program bears a minor resemblance to NBC's weekend radiothon called 'Monitor,' but WHRB's version has that Harvard touch. Its debut was highlighted by a reading--William Jennings Bryan's 'Cross of Gold' speech, Australian aboriginal music, and a horn quartet in which all four parts were recorded by the same undergraduate."

Elsewhere on the extracurricular scene, the Bulletin reprinted Freshman Dean F. Skiddy von Stade's chapel talk on "grade-grubbing." Defending extracurricular activities, the Dean said, "I cannot help thinking that if final grades are the dominant factor in determining a man's attitude toward his work, he simply cannot gain either the insight or the intellectual excitement that is there for the student who takes a broader view of the aims of a good education."

WWGW Continues PA Feed: The George Washington University radio group continues its broadcasts over the Student Union PA system (see Newsletter #58/59-4.) The transmitter design has been finished, and a change in the University administration is seen as paving the way to approval of a carrier current station.

WCUA Schedules Premiere: WCUA, the Catholic University of America station, plans to broadcast a special 15-minute dedicatory program on March 9, 1959. C.U. Director, the Rev. William J. MacDonald, will speak.



The WCUA technical staff under Frank Meyer has installed six transmitters, each fed over rented telephone lines. Potential listenership will be 1500.

According to John Corbett, Station Manager, the station will program from 7 to midnight, Sunday through Thursday evenings, and 7 to 2 Friday and Saturday. During non-program hours, the station will carry WMAL-FM functional musicasts.

WSND Considers Workshop: Reports reaching I.B.S. late in January indicated that the Notre Dame University undergraduate station was considering a radio workshop to be held in South Bend, Indiana, March 21-22.

Besides exchange of ideas between station delegates, men from the industry would be invited to speak on radio problems and techniques.

WSND planned to extend invitations to all operating campus stations by mail, should approval of the workshop be forthcoming.

WFRS Granted Conditional Status: Station WFRS, the Ferris Institute Radio Service, Big Rapids, Michigan, has been granted conditional status in I.B.S., and an application for full membership is pending.

WFRS serves two thousand students with satellite transmitters in each dormitory.

Limiting Amplifier Advertised: Herbach and Rademan's March catalog lists a Wilcox Electric #M57D1 low level limiting amplifier. Further information may be obtained from the firm at 1204 Arch Street, Philadelphia 7, Pennsylvania.

Time Beeps by Relay Easier: Time tones controlled by Western Union clock resetting pulses may be obtained easily by ordering a 16-ohm W.U. relay to be inserted in series with the clock line, according to information from WHRB.

President Visits WYBC-A-FM: I.B.S. President Borst was the guest of the Yale Broadcasting Company, Inc., February 16, at a conference with WYBC officials. Programming of the new WYBC-FM will largely consist of simulcasting either WYBC or WYBC-A, the two carrier current stations, he reports. -A broadcasts mostly classical music; the main WYBC has a wider variety of programs, including news, lectures by professors, popular music, progressive jazz, etc.

The station has added switching to accomplish this simulcasting, and lights indicate which transmitters are being modulated by a given microphone.

WCWW Folds: Station WCWW, Eastern Nazarene College, is no longer in operation and has been dropped from the I.B.S. membership roster.

WGBN Goes Off Air: WGBN, Bennington College, is no longer in operation and has been dropped from membership.



Navy Reviews ET Lists: The U. S. Navy is reviewing its mailing lists for three ET shows, "Lawrence Welk Show," "The Navy Swings," and "Pat Boone Show." Stations must return postcards in order to begin or continue receiving any or all of these shows.

KCBI Granted Full Membership: Station KCBI, Central Bible Institute, was granted full membership in I.B.S. on March 1st. Incumbent Station Manager is John Nelson; faculty advisors are Richard M. Brown, Science Instructor; Philip Crouch, Speech Instructor; and William Menzies, Speech Instructor. Station has two studios and one control room. The station operates on 600 kc and listening audience numbers 350 students out of 400 enrolled in the Institute.

Full Membership: Conditional Status groups should apply for full membership as soon as they are broadcasting in accordance with the I.B.S. Codes. Full members may participate in all I.B.S. activities, and yet their dues rate is no greater than for Conditional Status groups. They also have a voice in the operation of the System, since each regional director casts one vote for each of the full members in his Region. Forms required to make application for Membership may be obtained from the Member Services Manager.

Next Deadline March 25th: Editorial deadline for the last scheduled Newsletter of the 1958-1959 school year is March 25th. Copy intended for that issue should reach the editor, William Malone, in Washington, by that date.

Particularly needed are articles and news items of member stations' technical improvements and programming. The litho process permits us to reproduce accompanying photographs economically. Send large, glossy prints.

WMUC Asks I.B.S. FM Aid: WMUC, University of Maryland, has asked I.B.S. for a membership application form and information on commercial FM for college stations (see Newsletter #58/59-1, et seq.)

WNAV Back on Air: It is reported that Station WNAV, U.S. Naval Academy, resumed operation with the Spring semester.